



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

# Contract # 326561

**Schedule Dates** 08/14/12-08/20/12  
**Advertiser** Pol/R Casey/D/US Senate (16759)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/R CASEY/D/SEN/PA (134170)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** DETTORRE, MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BOB CASEY 8/14  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/13/12  
**Last Modified** 08/13/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06274909  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,832.50  
**Net Total** \$21,717.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Aug. 2012  
Grand Total: 37 \$25,550.00

Handwritten initials: SC

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:29A- Channel 11 News 530am			1	1	1	1			4	\$325.00	\$1,300.00	Pittsburgh (WPXI)	news 530A-6A/1	8/13/12
2.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	7A- Today Show			2	2	2	2			8	\$525.00	\$4,200.00	Pittsburgh (WPXI)	TODAY 7-9A/2	8/13/12
3.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	4:29P- Judge Judy 430p			1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/3	8/13/12
4.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:30P- 6P (EST)	3	X	X	X	X				3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/13/12
5.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	6:59P- Jeopardy			1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	JEOP 7-730P/5	8/13/12
6.0	Normal Line / Spot	08/14/12-08/18/12	5	:30	Sell Pattern- *53a Tu-Sat Late News			1	1	1	1	1		5	\$1,250.00	\$6,250.00	Pittsburgh (WPXI)	LATE NEWS/7	8/13/12
7.0	Normal Line / Spot	08/19/12-08/19/12	5	:30	11P- Black & Gold Zone								1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	ZONE 11-1135P/6	8/13/12
8.0	Normal Line / Spot	08/19/12-08/19/12	5	:30	7A- 10A (EST)								2	2	\$300.00	\$600.00	Pittsburgh (WPXI)	SUN NEWS 7-10A/8	8/13/12
9.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	5:29A- Channel 11 News 530am			1						1	\$325.00	\$325.00	Pittsburgh (WPXI)	NEWS 530-6A/9	8/13/12
10.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	7A- Today Show			2						2	\$525.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 7-9A/10	8/13/12
11.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	4:29P- Judge Judy 430p			1						1	\$375.00	\$375.00	Pittsburgh (WPXI)	JUDY 430-5P/11	8/13/12
12.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	6:59P- Jeopardy			1						1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	JEOP 7-730P/12	8/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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<b>Agency</b>	Shorr & Associates (2909)	<b>Entered By</b>	Jennifer Stewart
<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	Yes
<b>Brand</b>	POL/R CASEY/D/SEN/PA (134170)	<b>Headline #</b>	06274909
<b>Salesperson</b>	Telerep/Washington DC, Washington DC (1040)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Washington DC	<b>Order Type</b>	Normal
<b>Buyer Name</b>	DIETTORRE, MICHAEL	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	N/A	<b>Commission</b>	\$3,832.50
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$21,717.50
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	BOB CASEY 8/14 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Aug. 2012	37	\$25,550.00
<b>Grand Total:</b>	<b>37</b>	<b>\$25,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	LATE NEWS/13	8/13/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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